

## OPPORTUNITIES FOR THE DISCERNING INVESTOR

MATCHING SOPHISTICATED INVESTORS WITH HIGH GROWTH,  
OFTEN TAX EFFICIENT, INVESTMENT OPPORTUNITIES



JOIN OUR PRIVATE INVESTOR NETWORK  
[WWW.KICKSTART.CAPITAL](http://WWW.KICKSTART.CAPITAL)  
A TRANSACTIONAL INVESTMENT PLATFORM

**KickStart Capital**, our Private Investor Network, has at its core, a transactional and secure investment platform. The Platform is home to a selection of exciting investment opportunities that our business, **EIS.Marketing**, is working on or is involved with.

The deals listed on the Platform change on a regular basis and are primarily investment opportunities in companies seeking funds under the Enterprise Investment Scheme (EIS) and / or the Seed Enterprise Investment Scheme (SEIS).

The EIS is a long-established government scheme that aims to encourage investment in smaller companies, by providing valuable tax benefits to investors who subscribe to qualifying shares. This includes various Capital Gains Tax reliefs and 30% initial Income Tax Relief.

The SEIS, was introduced in 2011 to run alongside the EIS and has similar objectives to the EIS, the main difference being that the SEIS is targeted at companies that are generally at an earlier stage in their development than EIS companies. As this is the case, the SEIS has some additional tax benefits, including 50% initial Income Tax Relief. Further details can be found in our EIS Guide - see box below.

With the government closing many tax “loopholes”, it is important to note that both the EIS and SEIS are non-aggressive schemes which the government continues to support, and indeed improve on an ongoing basis. The reason for this continued support is that by investing in EIS and SEIS, investors are actually helping both small businesses and also the economy!



A complimentary copy of the KickStart Capital Guide to EIS and SEIS is currently available on request, to individuals that register (on a no obligation basis) on:-  
[www.kickstart.capital](http://www.kickstart.capital).

## EIS.Marketing & KickStart Capital

**EIS.Marketing** is a specialist marketing business. We provide a wide range of marketing solutions and have considerable experience helping EIS and SEIS companies, as well as many other businesses, particularly in the Financial Services / Investment sectors and the Professions.

Whilst **KickStart Capital** is a relatively new online offering, our business **EIS.Marketing Ltd** and our team behind it, are very well established in the industry. Through a combination of our specialist knowledge, excellent deal flow, influential contacts and sector specific experience, **EIS.Marketing** and the team have helped many clients raise significant funds over the years - over £1 billion!

Having helped many clients market EIS and other investments over the years, it became clear to us that our clients would benefit from a simple way to showcase, what are often very exciting investment opportunities, to potential investors. This is why we launched the **KickStart Capital** Platform - a simple way for potential investors to view and if they are interested, invest in a range of interesting opportunities **EIS.Marketing** is involved with.

For the reasons above, **EIS.Marketing** is fortunate to be involved with some unique, interesting, often very exciting and hopefully profitable investment opportunities – primarily EIS. In the past, these opportunities were only available to a few select Sophisticated Investors. We are pleased that with the launch of **KickStart Capital**, we are now widening our Private Investor Network, as our Platform allows a wider range of potential investors to explore and if of interest invest, in some of these often exciting opportunities.

Importantly, whilst **KickStart Capital** is a very important development for us, we continue to offer our traditional **EIS.Marketing** services to our clients and the same level of personal service, that has always been so important to us. The difference is that, when beneficial, we can now combine this with modern technology and strategies and the many benefits that are now available to us, via our **KickStart Capital** Platform.

The **KickStart Capital** Platform benefits from software, systems and procedures provided by Envestors Ltd, who are authorised and regulated by the Financial Conduct Authority. Please see the Important Note on back page.

## Why Register?

By registering on [www.kickstart.capital](http://www.kickstart.capital), you will have privileged access to certain restricted areas of the Platform and you will also be able to explore Deal specific information.

### Benefits of Registration include:

- Access to restricted content on the Platform.
- Access to Deal specific information, including documentation.
- An easy way to make contact and request further information.
- A convenient home for you to monitor your portfolio with KickStart Capital.
- An easy way to keep track of regular updates.
- Be one of the first to learn about new deals and features that we add to the Platform on an ongoing basis.
- **A secure Platform that allows you to invest in listed KickStart Capital offers.**



As the platform is still relatively new, there are exciting developments and new features in the pipeline. By registering now, you can join us on our journey and we will keep you informed of developments on an ongoing basis.

Over time, we aim to make KickStart Capital not just a Platform, but a full Private Investor Network - a community where exciting companies and potential investors can come together and thrive. Register now to be a part of our exciting journey!

**IMPORTANTLY, YOU ARE UNDER NO OBLIGATION TO PROCEED WITH ANYTHING BY REGISTERING ON KICKSTART CAPITAL.**

# KICKSTART CAPITAL - A SIMPLE ROUTE TO INVESTMENT

## VISIT [WWW.KICKSTART.CAPITAL](http://WWW.KICKSTART.CAPITAL)

Have a look around the platform.

## REGISTER AT [HTTPS://KICKSTARTCAPITAL.INVESTRY.COM/REGISTER](https://kickstartcapital.investry.com/register) TO BECOME A MEMBER OF OUR PRIVATE INVESTOR NETWORK

Registration is a quick and easy process and on a totally no-obligation basis.

You can register, safe in the knowledge that client confidentiality and security are of the utmost importance to KickStart Capital.

## EXPLORE THE PLATFORM AND THE DEALS THAT ARE LISTED ON IT

As a registered user, you will have access to hidden information on the Platform, as well as information on the various Deals.

## REVIEW THE DEALS YOU LIKE

Registered users can access information on the Deals, including detailed documentation, when available. Many items can be viewed online or downloaded for you to review at your leisure. Most investments (not all) on the Platform have an Investment Offer and a Subscriber Agreement, that will form the basis of your investment.

## CONTACT THE KICKSTART CAPITAL TEAM WITH ANY QUERIES

We aim to combine a personal service with modern technology.

We will try and respond promptly to any questions you have on the Platform or any of the specific Deals.

Where it is helpful, we can often put potential investors directly in touch with the Management Team / Founders of the Deals listed on the Platform. We believe this extra personal touch is very beneficial and something that is not possible with most investments.

## CONSIDER ANY INVESTMENTS YOU ARE INTERESTED IN

Take your time to carefully consider any opportunities you are interested in and if required, take any professional advice needed, such as financial, investment, or tax advice.

## INVEST ONLINE AT [WWW.KICKSTART.CAPITAL](http://WWW.KICKSTART.CAPITAL)

The Platform is transactional and it is usually possible to securely apply for your investments online.

By investing online, you can make sure you don't miss out on any opportunities and that everything is in order with your investment.

Most items will be looked after online, through our simple and secure investment process.

## THAT'S IT!

The KickStart Capital team will look after everything for you.

Share certificates and tax forms needed to claim EIS / SEIS tax relief (if appropriate) will all be issued by the appropriate company / investment.

The Platform will usually provide relevant updates from the team behind the deals, on any investments you make. We believe investing should just be the start of an exciting and rewarding journey!

## WE TICK ALL THE BOXES

- ✓ An easy to use Platform.
- ✓ Clear and concise information.
- ✓ A transactional Platform.
- ✓ Full security and client confidentiality (privacy) procedures are in place.
- ✓ An experienced, knowledgeable and helpful team are ready to help.
- ✓ Excellent deal flow.
- ✓ Many of the investments listed are tax efficient - e.g. SEIS and EIS.
- ✓ Interesting and often unique opportunities, including deals that would have previously only been available to a very select audience of Sophisticated Investors can often be found on the Platform.
- ✓ Whilst KickStart Capital has an Online Platform, a personal service will always be provided.
- ✓ It is often possible for investors to have direct contact with the management behind the deals listed on the Platform.
- ✓ Investors can place investments through the Platform, safe in the knowledge that the platform systems and technology is provided by Envestors. Envestors is authorised and regulated by the Financial Conduct Authority (FCA) - Please see the Important Note below.

**In order to help investors, we often have KickStart Capital Webinars.**

Details of some previous and upcoming events can be found at: <https://kickstart.capital/events.html>.

**This document has been produced for potential investors. If you are interested in learning more about our marketing services, you are interested in using vehicles such as EIS to help raise capital for your business, or you need help marketing any other type of investment, please contact us to learn how we can help you.**

## CONTACT DETAILS

**Tel: +44 (0) 1908 566800    Email: [info@kickstart.capital](mailto:info@kickstart.capital)    [WWW.KICKSTART.CAPITAL](http://WWW.KICKSTART.CAPITAL)**

## IMPORTANT NOTE

EIS.MARKETING DOES NOT PROVIDE ANY FINANCIAL, INVESTMENT, LEGAL, CORPORATE FINANCE, COMPLIANCE OR TAXATION ADVICE. INSTEAD, WHERE NEEDED, WE WORK CLOSELY WITH SEVERAL STRATEGIC PARTNERS IN MANY OF THE IMPORTANT FIELDS, SUCH AS THE ONES JUST MENTIONED. BY TAKING THIS APPROACH, WE ARE ABLE TO PUT TOGETHER AND THEN PROJECT MANAGE A FULL SOLUTION FOR OUR CUSTOMERS, WHATEVER THEIR REQUIREMENTS MAY BE.

INVESTORS SHOULD SEEK THEIR OWN PROFESSIONAL ADVICE (INVESTMENT / FINANCIAL / TAX ETC) AS NEEDED.

PLEASE NOTE THAT EIS.MARKETING LTD IS NOT AUTHORISED OR REGULATED BY THE FINANCIAL CONDUCT AUTHORITY (FCA) OR ANY OTHER TRADE BODY / REGULATOR. EIS.MARKETING IS A MARKETING BUSINESS THAT PROVIDES MARKETING ADVICE ON EIS AND OTHER RELATED AND NON-RELATED AREAS.

THE KICKSTART CAPITAL PLATFORM USES SERVICES OF ENVESTORS LTD, THE REGULATED ENTITY. DETAILS CAN BE FOUND BY GOING TO: [HTTPS://KICKSTARTCAPITAL.ENVESTRY.COM/REGULATED-ENTITY](https://kickstartcapital.envestry.com/regulated-entity). PLEASE READ THE RISK WARNINGS AT [HTTPS://KICKSTARTCAPITAL.ENVESTRY.COM/RISK-WARNING](https://kickstartcapital.envestry.com/risk-warning).